

ORDER



Orders
Order / Rev: 722012
Alt Order #: 06371989
Product Desc: MANDEL/NRSC
Estimate:
Flight Dates: 10/15/12 - 10/23/12
Original Date / Rev: 10/12/12 / 10/12/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street NW Suite 200
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Mandel,J/ NRSC / R / Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	45	\$73,350.00	\$62,347.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$73,350.00	\$62,347.50	0.00
Totals	45	\$73,350.00	\$62,347.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/15/12	10/19/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-W-F--	:30	3	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-W-F--			3			\$2,400.00		0.00			
E 2	WKYC	10/23/12	10/23/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			1			\$3,200.00		0.00			
E 3	WKYC	10/15/12	10/17/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-W----	:30	2	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-W----			2			\$3,200.00		0.00			
E 4	WKYC	10/22/12	10/22/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1			\$3,200.00		0.00			
E 5	WKYC	10/16/12	10/18/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-T-T---	:30	2	\$6,000.00	P-1	0.00	NM	2	\$12,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-T---			2			\$6,000.00		0.00			
E 6	WKYC	10/16/12	10/18/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-T---	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- T- T- - -					2	\$1,400.00		0.00			
E 7	WKYC	10/23/12	10/23/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- T- - - - -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- T- - - - -					1	\$1,400.00		0.00			
E 8	WKYC	10/15/12	10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	M- W- F- -	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- W- F- -					3	\$1,400.00		0.00			
E 9	WKYC	10/22/12	10/22/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -					1	\$1,400.00		0.00			
E 10	WKYC	10/15/12	10/19/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF- -	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF- -					5	\$800.00		0.00			
E 11	WKYC	10/22/12	10/23/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT- - - - -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT- - - - -					1	\$800.00		0.00			
E 12	WKYC	10/15/12	10/18/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MTWT- - -	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT- - -					2	\$250.00		0.00			
E 13	WKYC	10/22/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MT- - - - -	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT- - - - -					1	\$250.00		0.00			
E 14	WKYC	10/15/12	10/19/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M- W- F- -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- W- F- -					1	\$400.00		0.00			
E 15	WKYC	10/15/12	10/18/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTWT- - -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT- - -					2	\$800.00		0.00			
E 16	WKYC	10/22/12	10/23/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MT- - - - -	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT- - - - -					1	\$800.00		0.00			
E 17	WKYC	10/16/12	10/18/12	M-F 3-4p The Doctors	CM	3p-4p	- T- T- - -	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- T- T- - -					2	\$450.00		0.00			
E 18	WKYC	10/22/12	10/22/12	M-F 3-4p The Doctors	CM	3p-4p	M- - - - -	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -					1	\$450.00		0.00			
E 19	WKYC	10/16/12	10/18/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- T- T- - -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- T- T- - -					2	\$800.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WKYC	10/22/12	10/22/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M- - - - -	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M- - - - -		1				\$600.00		0.00			
E 21	WKYC	10/17/12	10/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	- - W- - - -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - W- - - -		1				\$1,000.00		0.00			
E 22	WKYC	10/22/12	10/22/12	M-F 5-6p Dr. Phil	CM	5p-6p	M- - - - -	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M- - - - -		1				\$1,400.00		0.00			
E 23	WKYC	10/15/12	10/17/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M- W- - - -	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M- W- - - -		2				\$2,400.00		0.00			
E 24	WKYC	10/22/12	10/23/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT- - - - -	:30	2	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT- - - - -		2				\$3,200.00		0.00			
E 25	WKYC	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S-		1				\$1,400.00		0.00			
E 26	WKYC	10/20/12	10/20/12	Sat 7-8p Sat 7-8p	CM	7-8p	- - - - - S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S-		1				\$650.00		0.00			
E 27	WKYC	10/20/12	10/20/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Footb	- - - - - S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S-		1				\$2,000.00		0.00			
E 28	WKYC	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S		1				\$2,000.00		0.00			
													Totals	45	\$73,350.00